

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 53570	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
2	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	175	30 Comme		1		1	175
5	M-F 9a Dr Phil MTWTF..	05	80	30 Comme		5		5	400
6	M-F 9a Dr Phil MT.....	05	80	30 Comme			1	1	80
7	M-F 10a Your Carolina MTWTF..	05	50	30 Comme		5		5	250
9	M-F 11a ET / 10a CT Price Is Right MTWTF..	04	165	30 Comme		5		5	825
11	Tue 8p ET / 7p CT NCIS ..T....	04	1900	30 Comme		1		1	1900
12	Tue 10p ET / 9p CT Vegas ..T....	05	900	30 Comme		1		1	900
Weekly Totals:					1	55	14	70	
Open PR					-1	-1		-2	-1450

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 63570	Campaign Ref: E:063083540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
13	Thu 10p ET / 9p CT Elementary ...T...	05	1000	30 Comme	Nbr of Spots	1		1	1000
14	Fri 10p ET / 9p CT Blue Bloods ...F..	05	2500	30 Comme	Nbr of Spots	1		1	2500
16	CBS NFL Today SunS	06	350	30 Comme	Nbr of Spots		1	1	350
18	Sun 1p ET / 12p CT NFL On CBSS	04	2500	30 Comme	Nbr of Spots		1	1	2500
19	Sat SEC FootballS	05	300	30 Comme	Nbr of Spots		1	1	300
21	Sat CBS NCAA FootballS	04	2000	30 Comme	Nbr of Spots		1	1	2000
22	M-F 8a CBS This Morning MTWTF..	05	60	30 Comme	Nbr of Spots		5	5	300
23	M-F 8a CBS This Morning MT.....	05	60	30 Comme	Nbr of Spots		2	2	120
24	Sat 8a CBS This MorningS	04	150	30 Comme	Nbr of Spots	1		1	150
29	Wed 8p ET / 7p CT Survivor ..W....	04	1650	30 Comme	Nbr of Spots		1	1	1650
Weekly Totals: Total Spots(Ord Spots)					1	65	14	70	
Open PR					-1	-1		-2	-1450

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 63670	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
31	Thu 9p ET / 8p CT Person Of Interest ...T....	06	1150	30 Comme	Nbr of Spots	1		1	1150
32	Fri 8p ET / 7p CT Undercover Boss ...F..	05	600	30 Comme	Nbr of Spots	1		1	600
35	Sun 730p ET / 630p CT 60 MinutesS	04	2500	30 Comme	Nbr of Spots	1		1	2500
38	Sun 1030p ET / 930p CT MentalistS	05	2500	30 Comme	Nbr of Spots	1		1	2500
40	Sun 4p ET / 3p CT NFL On CBSS	04	3000	30 Comme	Nbr of Spots	1		1	3000
42	Sun 1p ET / 12p CT NFL On CBSS	04	2500	30 Comme	Nbr of Spots	1		1	2500
43	Sat CBS NCAA FootballS	04	2000	30 Comme	Nbr of Spots	1		1	2000
44	Mon 10p ET / 9p CT Hawaii Five-0 M.....	03	3500	30 Comme	Nbr of Spots		1	1	3500
45	Sun 4p ET / 3p CT NFL On CBSS	04	3000	30 Comme	Nbr of Spots	1		1	3000
46	Sat 8p ET / 7p CT CBS College FootballS	05	1000	30 Comme	Nbr of Spots			1	1000
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1	-1		-2	-1450

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 53570	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
47	Thu 8-9p ET / 7-8p CT Big Bang / Two And A Half ...T....	05	1000	30 Comme		1		1	1000
48	M-F 730p Scene On 7 ...TF..	06	150	30 Comme		1		1	150
49	Wed 10p ET / 9p CT CSI ..W....	03	3000	30 Comme		1		1	3000
50	Mon 9-10p ET / 8-9p CT 2 Broke Girls / Mike & Molly MTWTFSS Isolations: W/C 11/05 M.....	05	3500	30 Comme			1	1	3500
51	M-F 10a Your CarolinaF..	06	50	30 Comme		1		1	50
52	Sat 8p ET / 7p CT CBS College FootballS.	05	1000	30 Comme		1		1	1000
53	Sat CBS NCAA FootballS.	03	2000	30 Comme		1		1	2000
54	M-F 10a Your Carolina MT.....	05	50	30 Comme			2	2	100
56	Thu 8-9p ET / 7-8p CT Big Bang / Two And A Half ...T....	05	1300	30 Comme		1		1	1300
Weekly Totals:					1	55	14	70	-1300
Total Spots(Ord Spots)					1	55	14	70	-1300
Open PR					-1	-1		-2	-1450

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate
Buyer: Senate
Schedule Dates: 10/22/12 to 11/11/12
Est./PO Number: 06398354
Associated Copies: No
Submission Cost: 53570
Client/Product/Estimate: 3
Weeks: 3
Contract type: Political
Campaign Ref: E:063983540
Sales Rep: HRP Washington, DC
Order Ref: 06398354
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
57	M-F 11a ET / 10a CT Price Is Right MT.....	04	120	30 Comme	Nbr of Spots		3	3	360
58	Sat 8a CBS This MorningS.	04	85	30 Comme	Nbr of Spots	1		1	85
59	M-F 7a CBS This MorningF..	04	80	30 Comme	Nbr of Spots	2		2	160
60	M-F 1230-2p ET CBS SoapsF..	12	140	30 Comme	Nbr of Spots	2		2	280
61	Sat 7p NewsS.	05	100	30 Comme	Nbr of Spots	1		1	100
62	Fri 9p ET / 8p CT CSI NYF..	05	800	30 Comme	Nbr of Spots	1		1	800
63	M-F 7a CBS This Morning M.....	04	200	30 Comme	Nbr of Spots		1	1	200
64	M-F 1230-2p ET CBS Soaps M.....	12	260	30 Comme	Nbr of Spots		1	1	260
65	M-F 2p ET / 1p CT The Talk M.....	06	175	30 Comme	Nbr of Spots		1	1	175
66	Sat CBS NCAA FootballS.	03	2000	30 Comme	Nbr of Spots	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					1	65	14	70	
Open PR					-1	-1		-2	-1450

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 402 Issue 3



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6696
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 53570	Campaign Ref: E:063983540
Buyer: Senate	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref: 06398354
Est./PO Number: 06398354	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
67	M-F 10a Your Carolina M.....	06	50	30 Comme			1	1	50
Weekly Totals: Total Spots(Ord Spots)					1	55	14	70	
Open PR					-1	-1		-2	-1450

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
24	Sat 8a CBS This Morning	:30 Commercial	10/22/12	Open Pre Emption	150.00		0000000000	E:063983540
56	Thu 8-9p ET / 7-8p CT Big Bang / Two And A Half	:30 Commercial	10/29/12	Open Pre Emption	1,300.00		0000000000	E:063983540

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
Totals		10/22	10/29	11/05	
Spots	70	1	55	14	
Cost	55020	150	46525	8345	

Grand Totals:

Spots:	70
Gross Total:	53,570.00
Commission:	8,035.50
Net Total:	45,534.50